

# City of Chula Vista

## *2005 Police Department Resident Opinion Survey*



# Background

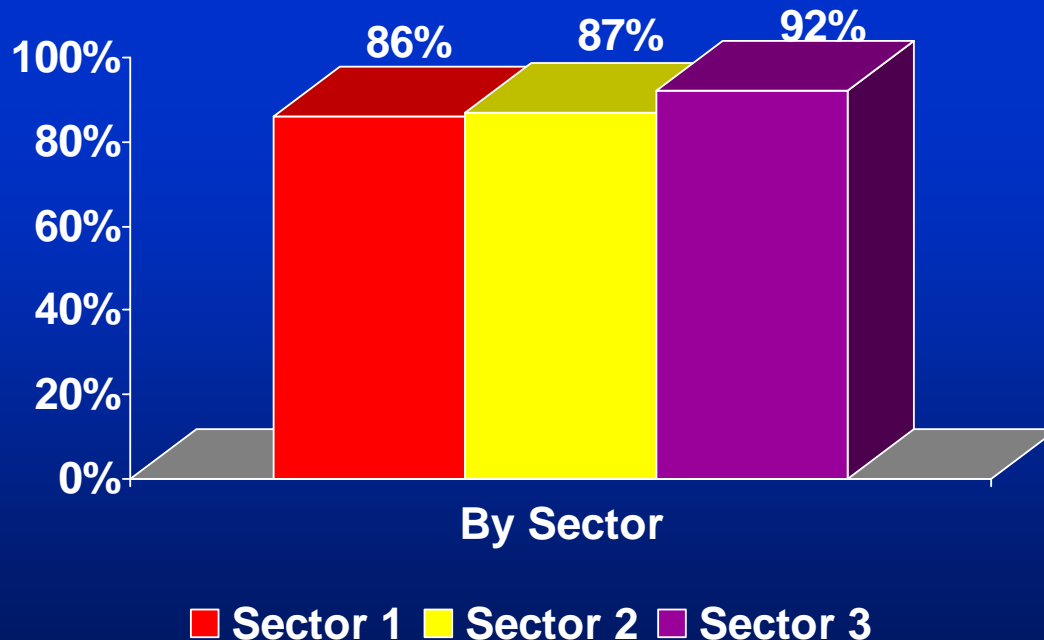
- Previously conducted in 1997, 2000, and 2003
- Administered through SANDAG's Local Technical Assistance program
- Help plan for future priorities, public services, & programs

# Methodology

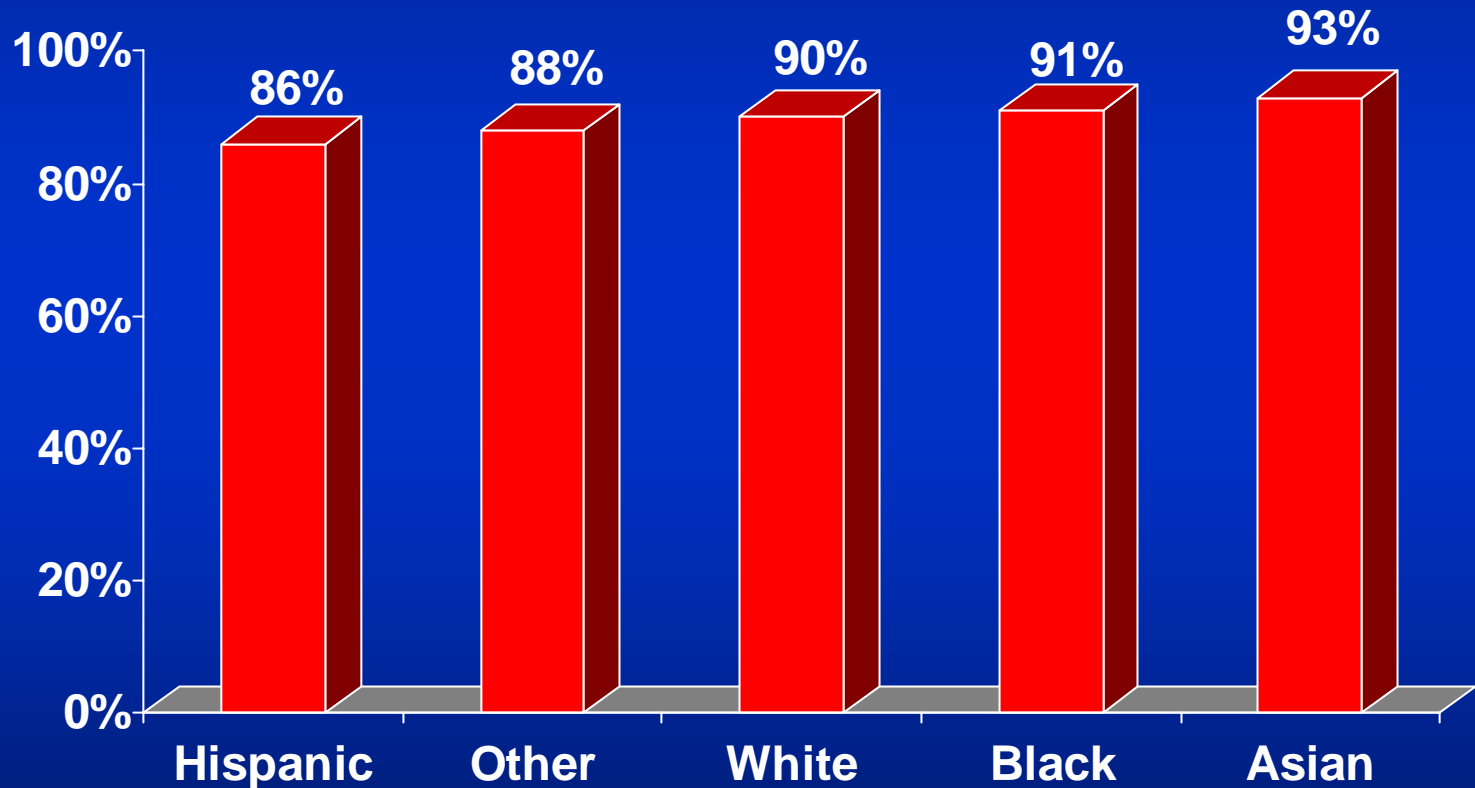
- English & Spanish surveys mailed to 2,781 households
- Opportunity to complete on-line
- Four opportunities to respond
- 31% response rate (857 returned)

# Most Residents are Satisfied with Police Services

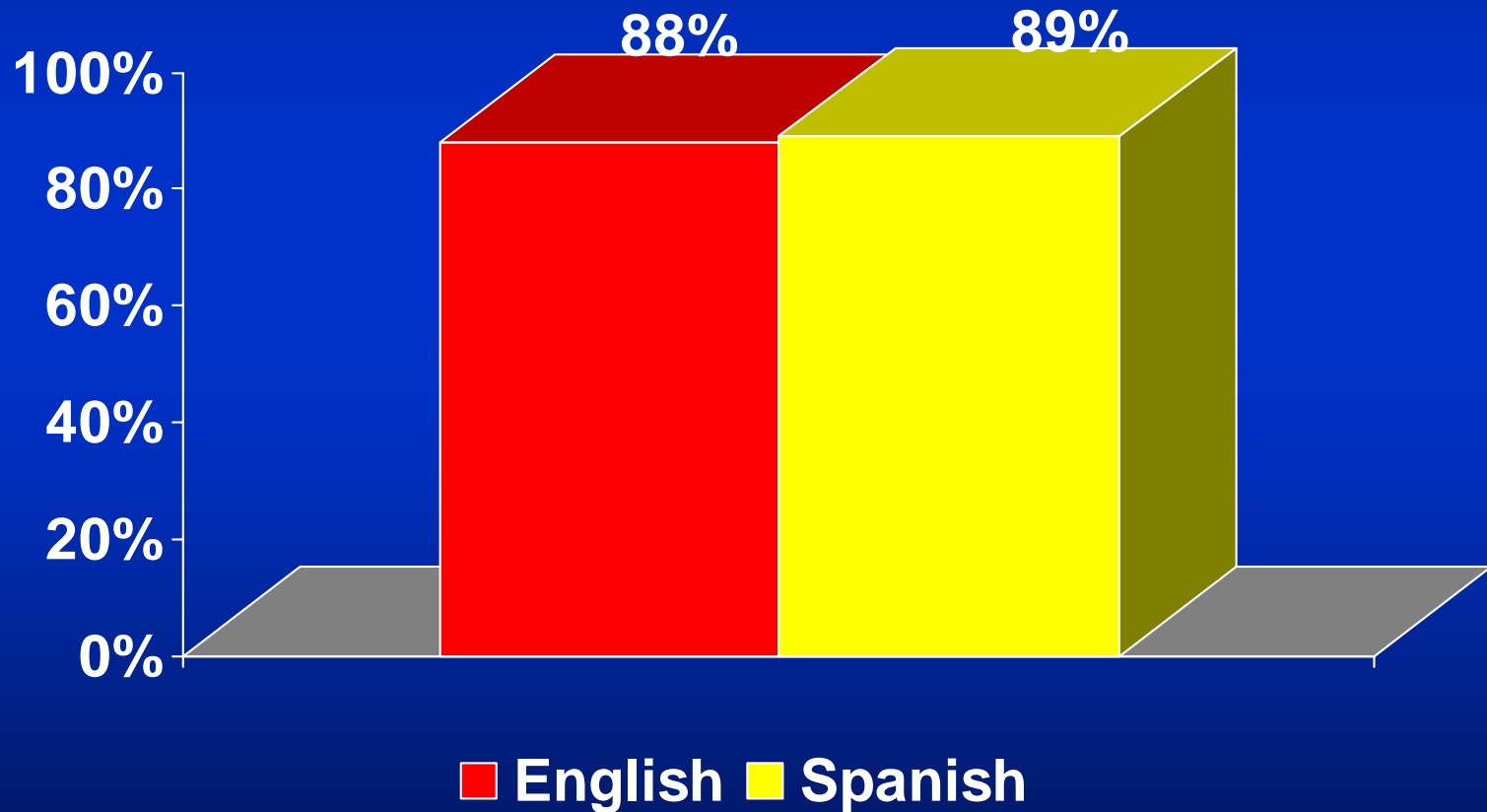
- 89% satisfied or very satisfied with CVPD



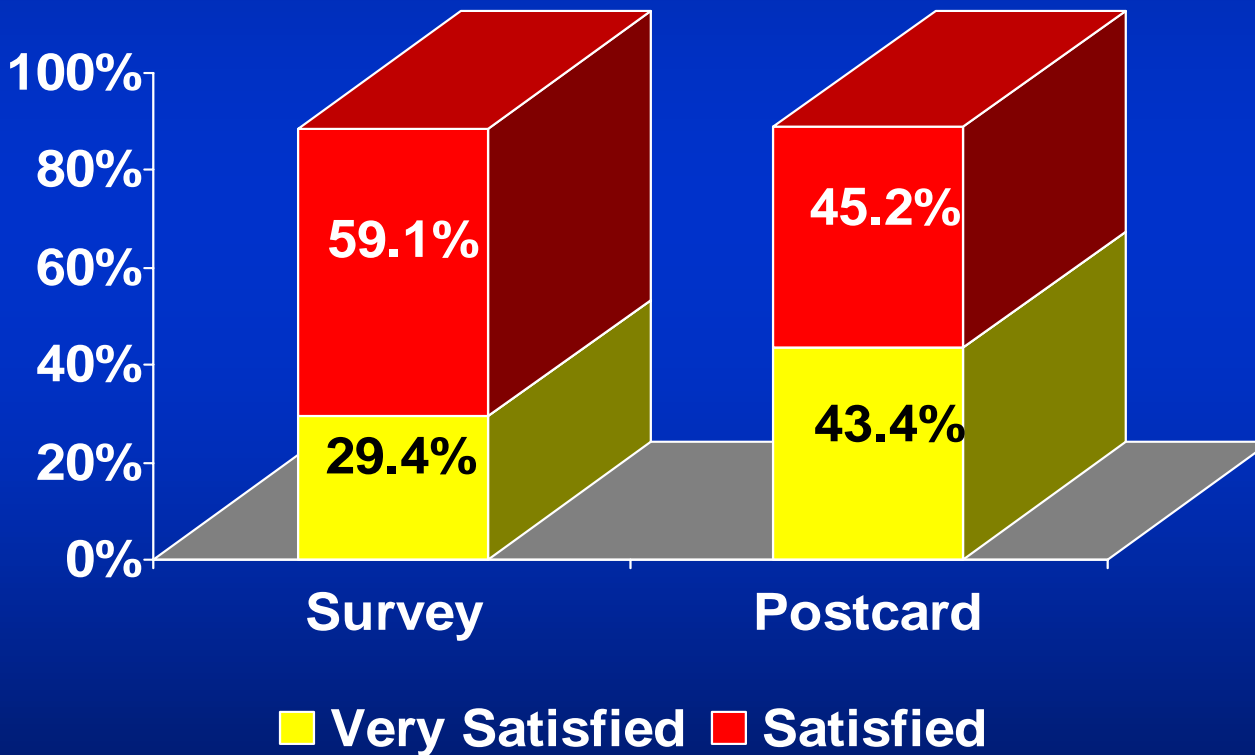
# Overall Satisfaction Consistently High Among People of Different Races/Ethnicities



# Overall Satisfaction High Among Both Spanish and English Speakers

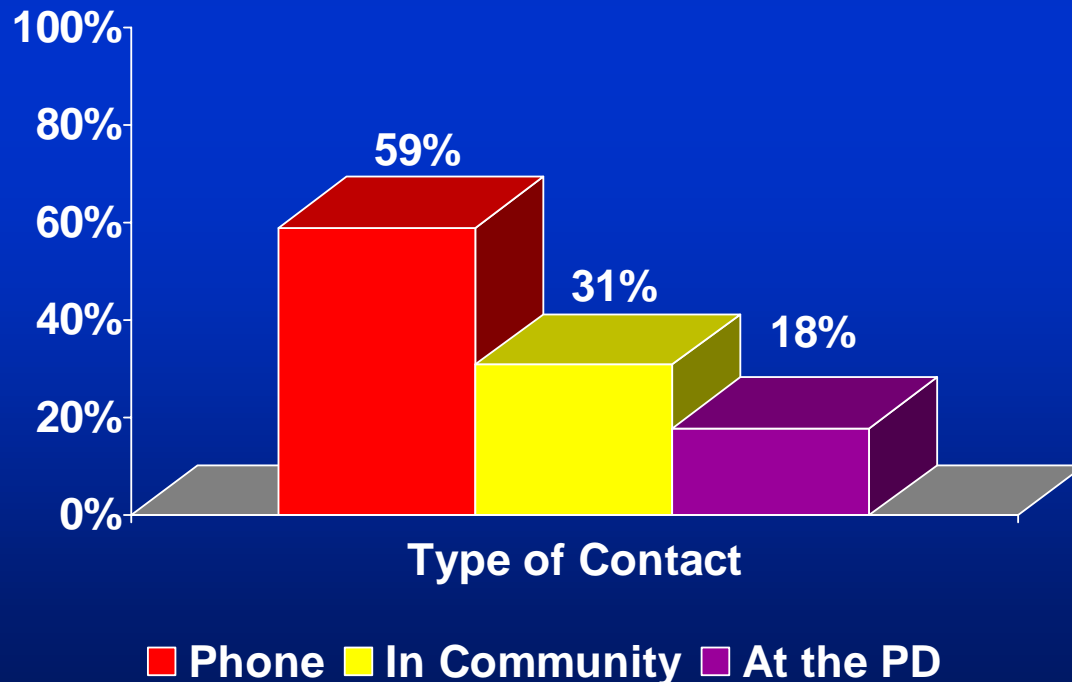


# Postcard Respondents Even More Likely to be “Very Satisfied”



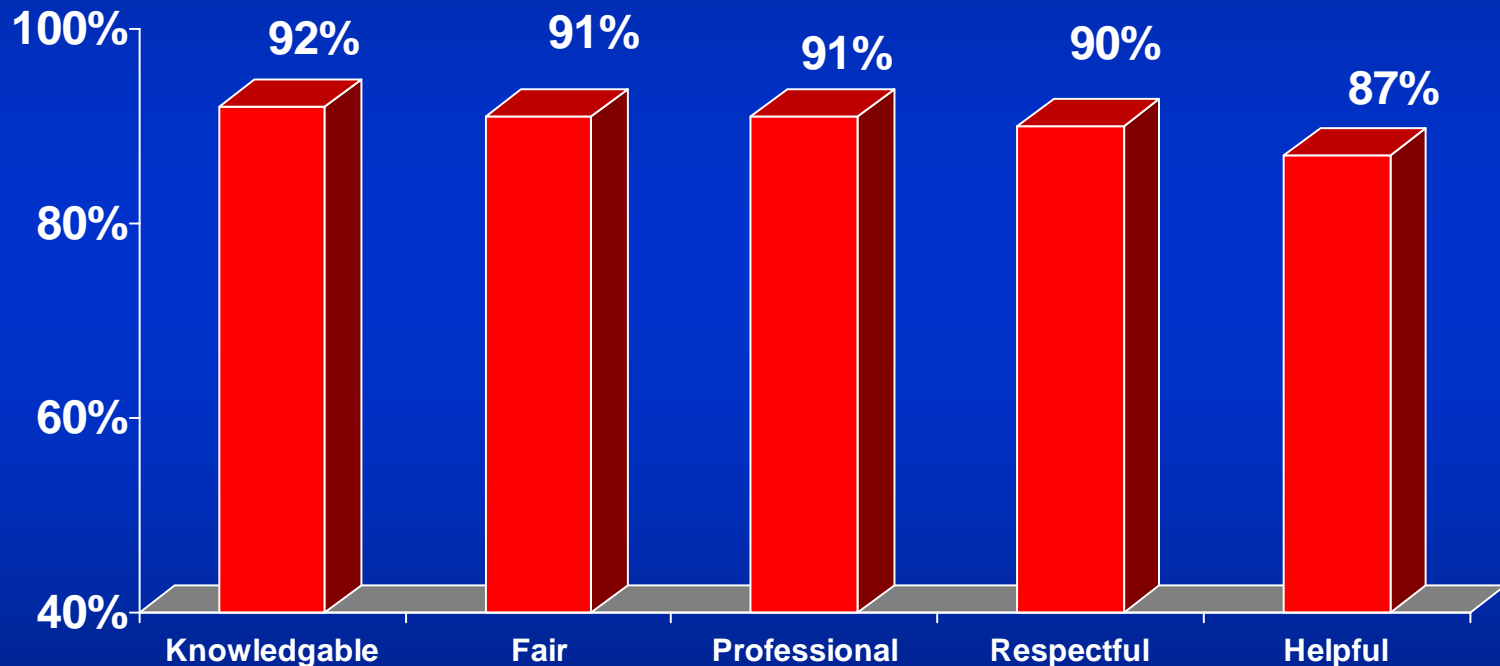
# Most Residents Who Have Had Contact Had It On the Phone

- 45% had some contact in the last year

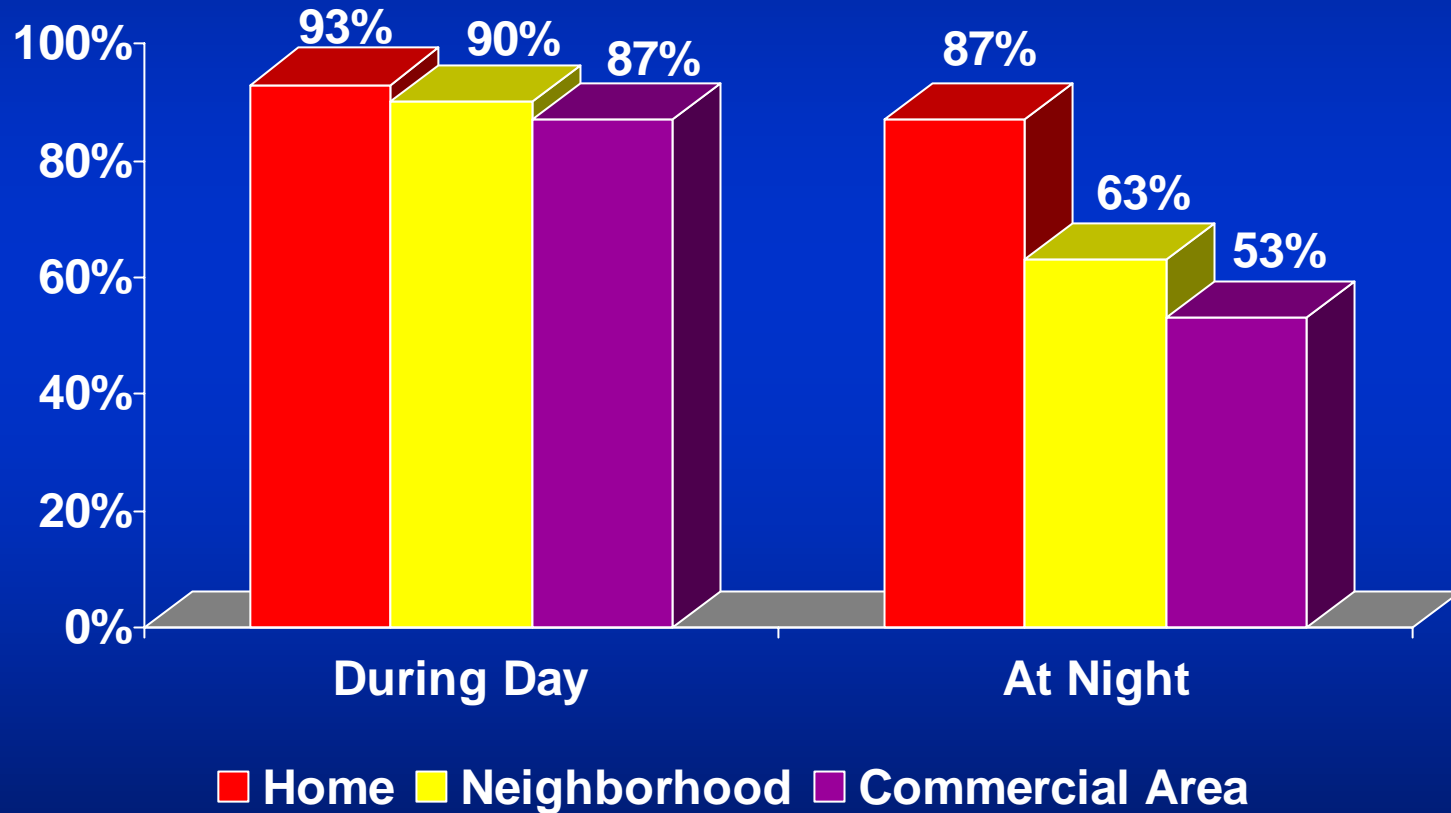




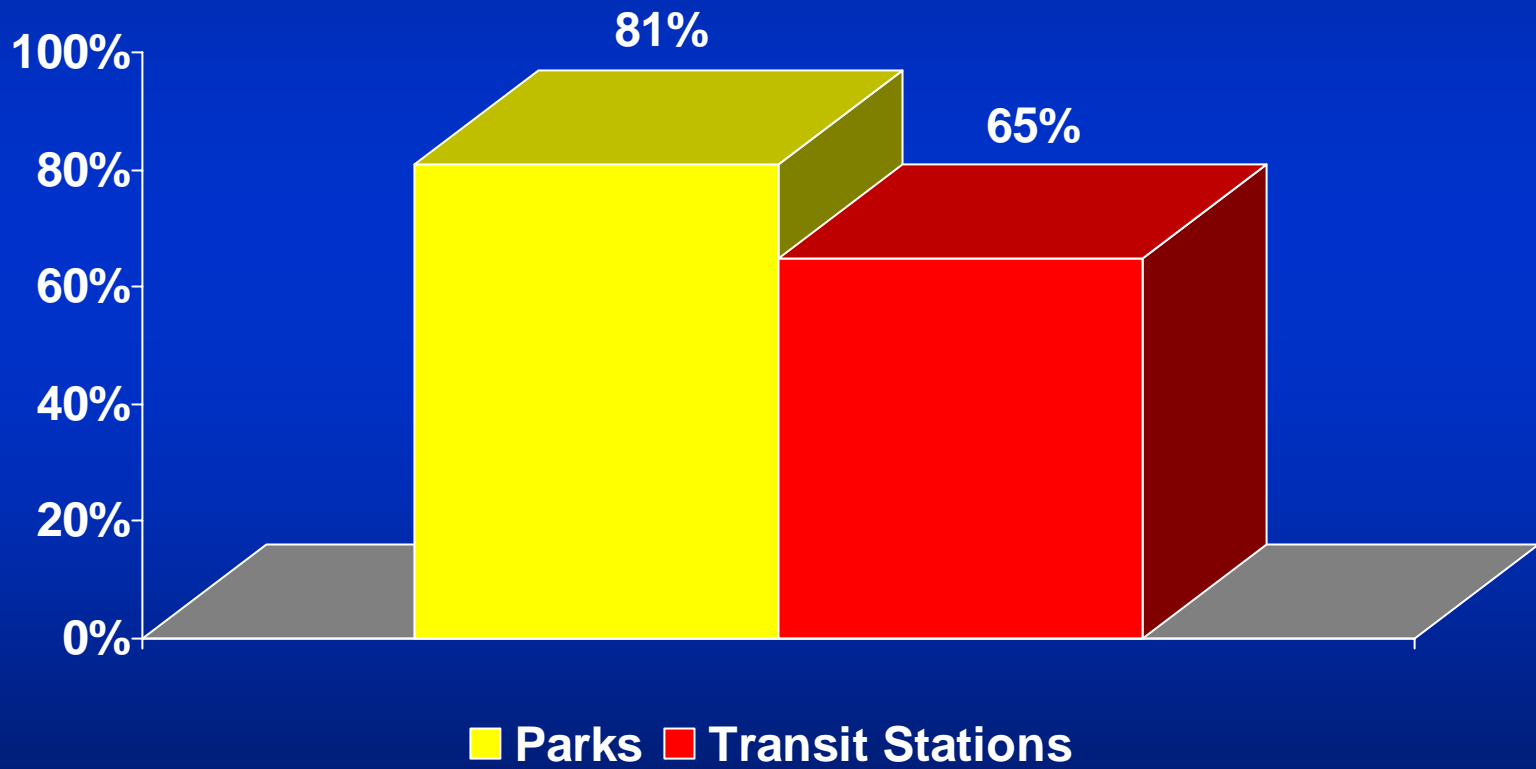
# Residents With Contact Have Favorable Impression of Police Staff



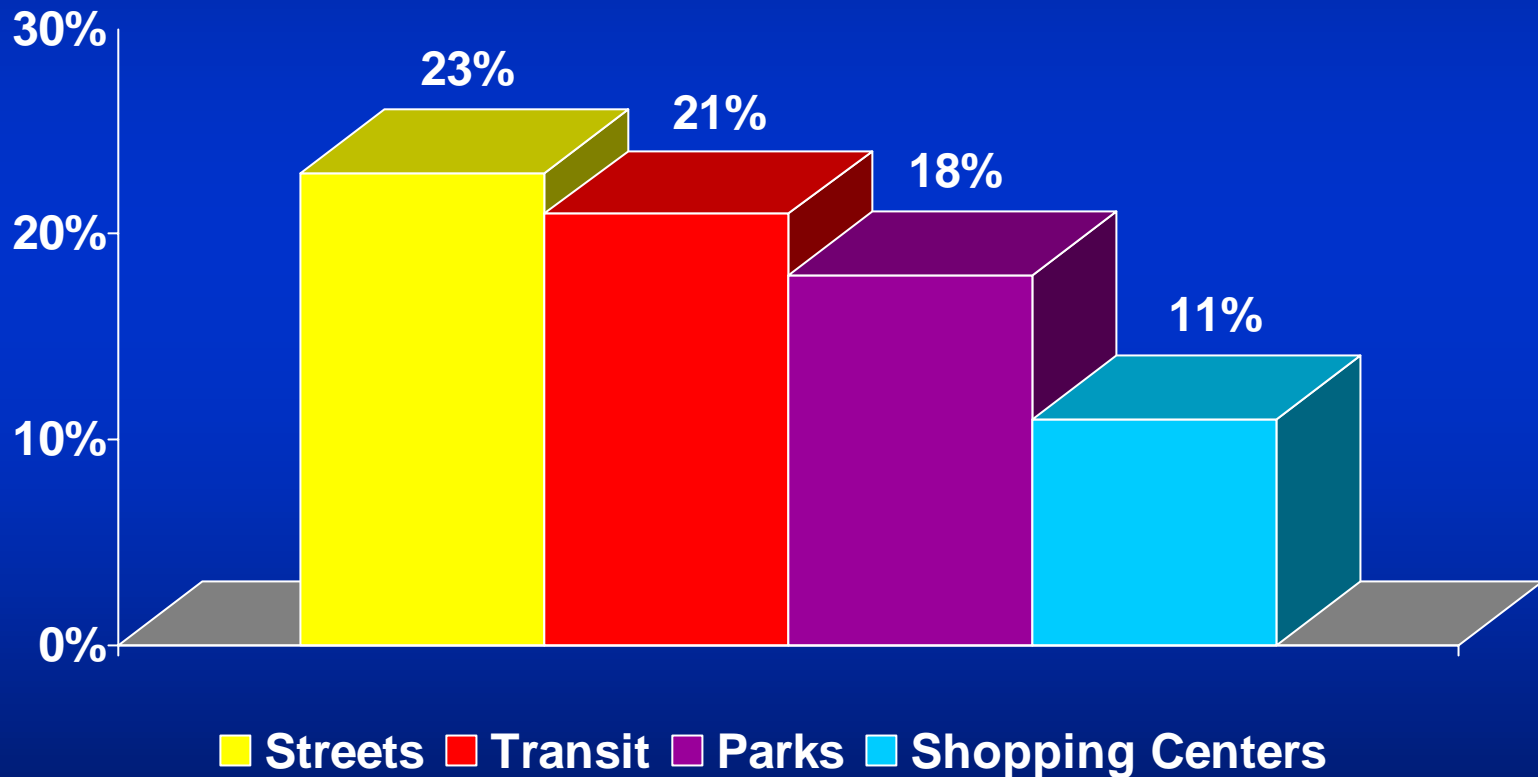
# Residents Feel Safe During the Day, Less So at Night



# Most Residents Feel Safe in Parks and at Transit Stations



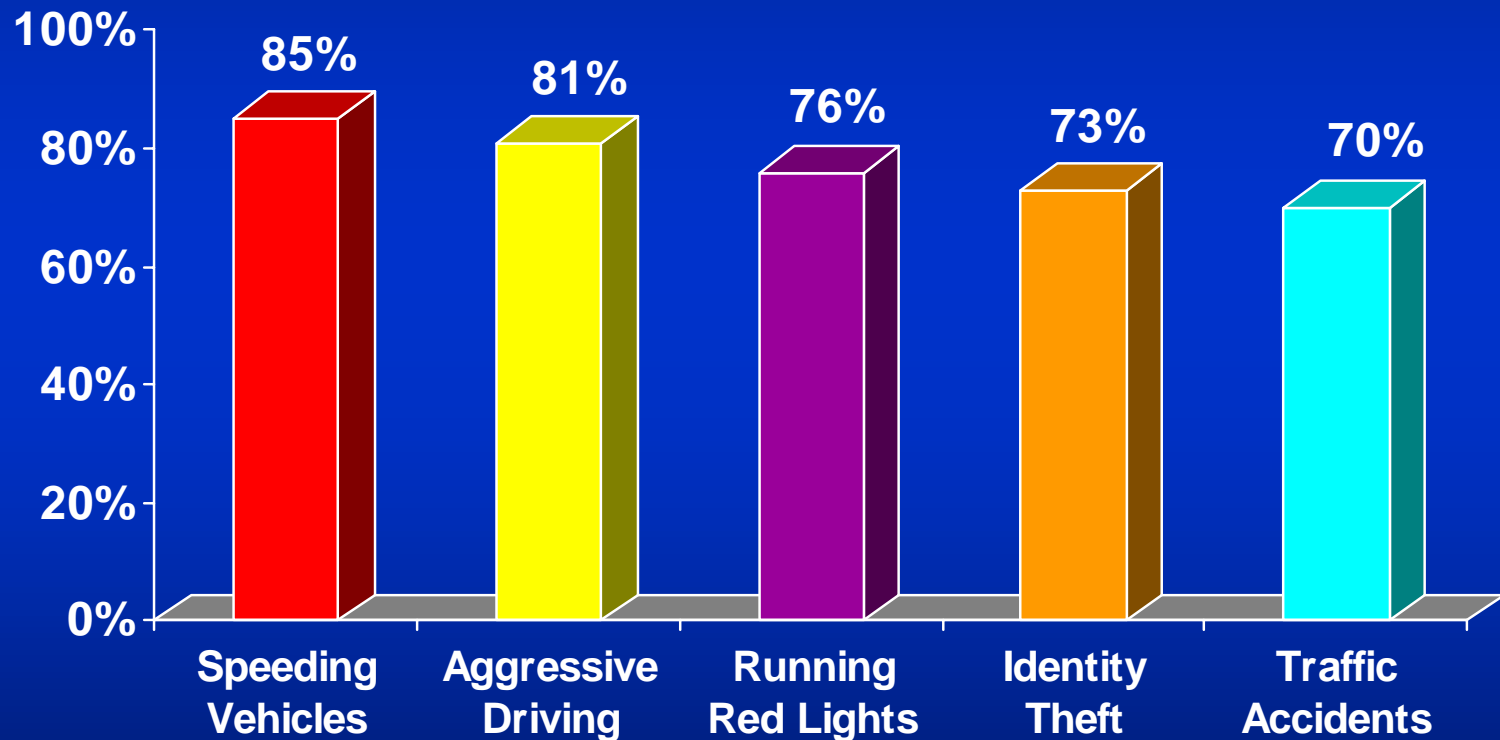
# However, Some Residents Avoid These and Other Areas



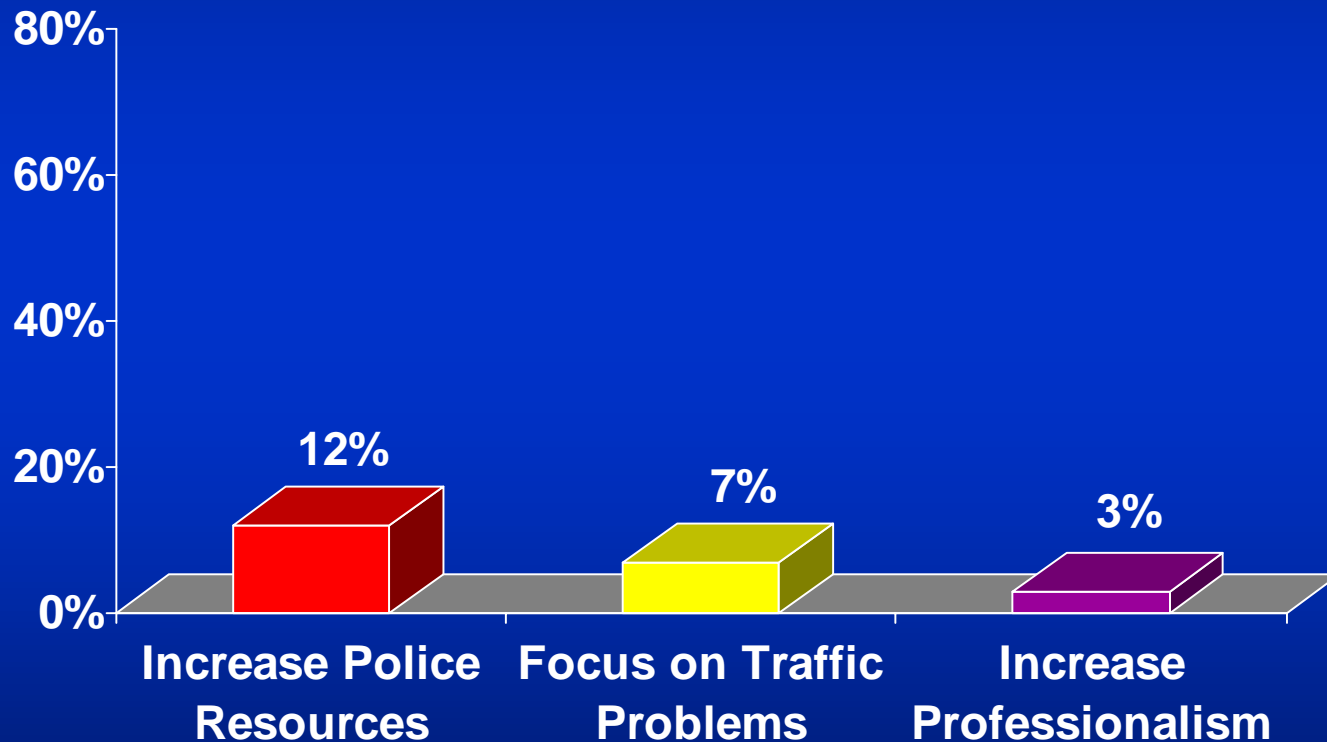
# About 1 in 10 Residents Reported Victimization

- 14% said member of household was a crime victim in last year
- Larceny and vandalism/graffiti most common
- 69% reported at least one crime to police
- Some did not think reporting it to the police would do any good (36%)

# Residents Most Concerned with Traffic-Related Issues



# Only About 1 in 4 Residents Made a Suggestion for Improvement



# Evaluation Recommendations

- Educate citizens through a variety of channels
- Address fear expressed by some residents in regard to parks and transit stations
- Investigate new strategies to address traffic issues
- Increase opportunities for face-to-face contact with citizens



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